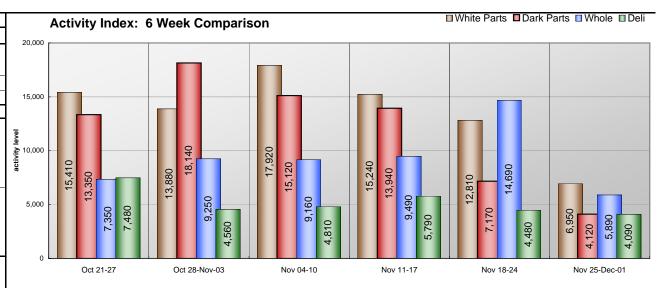
USDA Weekly Retail Chicken Feature Activity

Fri. Nov 25, 2005

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/25 thru 12/01.

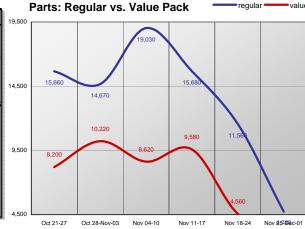
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

NATIONAL SUMMARY										
	THIS V		LAST WEEK							
Feature Rate 1/	50.9% of	16,700	76.9% of 16,700							
reature Nate 1/	outl	ets	outlets							
Special Rate 2/	1.9	%	6.8%							
Activity Index 3/	21,6	90	39,210							
	Stores Wto	d Avg	Stores Wtd Avg							
WHOLE BIRD:										
bagged fryer	1,760	0.89	960	1.07						
cut-up fryer	120	1.28	480	1.37						
bagged roaster	2,830	1.16	9,270	1.19						
cornish hen	1,180	1.70	3,980	1.99						
DELICATESSEN:										
Whole Rotisserie:										
< 2 lbs.	3,070	5.60	3,350	5.18						
2.1-3.0 lbs.	160	7.99	520	7.09						
Fried Chicken 8-Pc	860	5.76	610	5.80						
PARTS:										
Bnls/Sknls Breast										
regular pack	2,250	2.59	4,100	2.96						
value pack	1,650	2.23	1,770	2.76						
thin sliced	940	3.65	1,240	4.05						
Breast Tenders										
regular pack	1,150	3.35	2,480	3.42						
value pack	20	2.78								
Split, bn-in Breast										
regular pack	480	1.54	1,650	1.50						
value pack	440	1.11	530	1.08						
Whole Wings	20	1.49	1,040	1.90						
Leg Quarters	2,390	0.68	1,130	0.89						
Legs			450	1.04						
Thighs										
regular pack	350	1.29	1,160	1.04						
value pack	490	1.11	1,080	1.06						
Drumsticks										
regular pack	350	1.35	1,430	1.19						
value pack	380	1.19	1,180	1.10						
Bnls/Sknls Thighs										
regular pack	160	1.99	740	2.31						
value pack										
Combo Packs (9 pc)										
drum-thigh-breast	530	1.50		4 40						
drum-thigh-wing	110	1.45	60	1.49						



Chicken Featuring - 11/25 thru 12/01

Retailers showed little interest in featuring chicken during the Thanksgiving week as national summary figures were cut in half on volume compared to the same period a week earlier. On whole body, rotisserie held on volume and increased prices, bagged fryer increased volume and lowered prices. Most all parts dropped in volume with the exception of one, leg quarters. Consumers should expect to see some good values appear in the meat case during the next few weeks, not only on chicken, but beef and pork as well.



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the total sample.

2/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.).

3/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised chicken item (e.g., a retailer with 100 outlets featuring 3 chicken items has an activity index of 300).

4/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets.



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Marco Marc		NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.					
Feature Rate 1/													
Special Rate 2/ S.9% of stores w/no-price promotions	Feature Rate 1/	· · · · · · · · · · · · · · · · · · ·				,	, , , , , , , , , , , , , , , , , , , ,						
Activity Index 3/		' '					, , , , , , , , , , , , , , , , , , , ,						s
MHOLE BIRD: Price Range Stores Wild Avg Price Range Avg Stores Wild Avg Price Range Stores Wild Range Stores	•	i · · ·				· · ·				• • •			
Mathode Birds	riotivity index of				Ntd Ava							Stores Wtd Avg	
Couring Fire 1.19 - 1.29 1.20 1.28 1.870 1.22 1.870 1.22 1.870 1.22 1.870 1.22 1.870 1.22 1.870 1.22 1.99 1.600 1.68 1.19 - 1.79 80 1.45 1.99 - 2.99 40 2.30 1.46 1.29 - 1.99 40 2.30 1.46 2.30	WHOLE BIRD:	1 not range			_								•
Bagged roaster 0.98 - 1.39 1.870 1.22 0.88 - 1.29 730 1.04 0.88 - 1.39 2.99 2.00	bagged fryer	0.89 - 1.29		1,160	1.00	0.69		80	0.69	0.77 - 0.89		70	0.88
DELICATESSEN: Whole Rotisserie:	cut-up fryer	1.19 - 1.29		120	1.28								
DELICATESSEN: Whole Rotisserie: C 2 libs. 2.19.0 libs. 7.99 each 1.60 1.60 each 1.60 ea	bagged roaster	0.98 - 1.39		1,870	1.22	0.89 - 1.29		730	1.04	0.89 - 1.39		230	1.09
Whole Rotisserie: Calbs. A.99 - 5.99 each B.05 A.99 E.05 A.99 E.05 B.05 A.99 E.05 B.05 A.99 E.05 B.05	cornish hen	1.29 - 1.99		1,060	1.68	1.19 - 1.79		80	1.45	1.99 - 2.99		40	2.55
Combo Packs (9 pc) Combo P	DELICATESSEN:												
Pried Chicken 8-Pc	Whole Rotisserie:												
Priced Chicken 3-Pc S.89 - 6.99 each A00 6.31 A.99 - 5.79 each Browser Label Price	< 2 lbs.	4.99 - 5.99	each	350	5.50	3.99 - 5.99	each	1,250	5.36	4.99 - 5.99	each	230	5.53
PARTS: Processor Label Private Label price range Private Label price range price range Private Label price range price range price range Private Label price range price range Private Label P	2.1-3.0 lbs.	7.99	each	160	7.99								
PARTS: Price range Price	Fried Chicken 8-Pc	5.89 - 6.99	each	ļ		4.99 - 5.79	each	280	5.18	4.99	each	10	4.99
Bris/Sknls Breast regular pack 1.89 - 3.99 1.99 - 3.49 1.250 2.96 1.78 - 2.99 1.79 - 2.99 900 2.15 1.99 1.99 100 1 100 1 100 1 100 1 1		Processor Label	Private Label	Stores \	Vtd Avg	Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores V	Vtd Avg
Tegular pack 1.89 - 3.99 1.99 - 3.49 1.250 2.96 1.78 - 2.99 1.79 - 2.99 900 2.15 1.99 2.69 50 50 50 50 50 50 50 5		price range	price range			price range	price range			price range	price range		
Value pack													
thin sliced Breast Tenders Regular pack Value pack	regular pack			,		1.78 - 2.99	1.79 - 2.99	900	2.15	1.99			1.99
Breast Tenders Fegular pack Split, bn-in Breast Split, bn-in Breast Fegular pack Split, bn-in Breast	value pack	2.22 - 2.49	1.49 - 2.69	1,580	2.22						2.69	50	2.69
Tegular pack value pack Split, bn-in Breast Figure Figure Split, bn-in Breast Figure Split, bn-in Breast Figure		3.99 - 4.05	2.99 - 3.99	940	3.65								
Value pack Split, bn-in Breast regular pack value pack 1.39 1.29 - 1.99 380 1.46 2.78 1.69 90 1.95 0.99 10 0 Whole Wings Leg Quarters 0.59 - 0.79 0.49 - 0.79 1,040 0.71 0.49 0.69 - 0.79 1,150 0.66 0.68 200 0 Legs Thighs regular pack value pack 1.29 1.19 - 1.39 320 1.32 1.27 1.18 - 1.19 100 1.19 0.77 10 0 Drumsticks regular pack value													
Split, bn-in Breast regular pack value pack 1.39 1.29 - 1.99 380 1.46 2.78 1.69 90 1.95 0.99 1.09 0 0 0 0 0.99 1.58 80 1.15 1.59 30 1 0 0 0 0 0.99 1.58 80 1.15 1.59 30 1 0 0 0 0 0.99 1.58 80 1.15 1.59 30 1 0	• '	3.49	1.99 - 3.99	590	3.49	2.99				2.99	3.99	210	3.54
regular pack value Pac	•						2.78	20	2.78				
Value pack 0.99 - 1.58 230 1.09 0.99 1.58 80 1.15 1.59 30 1 Whole Wings Leg Quarters 0.59 - 0.79 0.49 - 0.79 1,040 0.71 0.49 0.69 - 0.79 1,150 0.66 0.68 200 0 Legs Thighs 1.29 1.19 - 1.39 320 1.32 1.27 1.18 - 1.19 100 1.19 0.77 10 0 Drumsticks regular pack value pack 1.29 1.19 - 1.59 320 1.38 1.62 1.18 - 1.19 100 1.19 0.77 10 0 Bnls/Sknls Thighs regular pack value pack value pack value pack 1.99 160 1.99 160 1.99 160 1.99 1.99 1.00 1.18 - 1.19 100 1.19 0.77 10 0	• '												
Whole Wings Leg Quarters 0.59 - 0.79 0.49 - 0.79 1,040 0.71 0.49 0.69 - 0.79 1,150 0.66 0.68 200 0 Legs Thighs regular pack value pack 1.29 1.19 - 1.39 320 1.32 1.18 - 1.19 100 1.19 0.77 10 0 Drumsticks regular pack value pack 1.29 1.19 - 1.59 320 1.38 1.49 1.18 - 1.19 100 1.19 0.77 10 0 Bnls/Sknls Thighs regular pack value pack value pack 1.99 160 1.99 160 1.99 160 1.99 160 1.99 160 1.99 160 1.99	0 1	1.39				_						-	0.99
Leg Quarters 0.59 - 0.79 0.49 - 0.79 1,040 0.71 0.49 0.69 - 0.79 1,150 0.66 0.66 0.68 200 0.69 0.77 Legs Thighs regular pack value pack 1.29 1.19 - 1.39 320 1.32 0.99 1.59 250 1.27 0.49 0.69 - 0.79 1.18 - 1.19 100 1.19 0.77 10 0.77			0.99 - 1.58	230	1.09	0.99	1.58	80	1.15	1.59			1.59
Legs Thighs regular pack value pack 1.29 1.19 - 1.39 320 1.32 value pack value pack 0.99 - 1.59 250 1.27 1.18 - 1.19 100 1.19 0.77 10 0 Drumsticks regular pack value pack 1.29 1.19 - 1.59 320 1.38 value pack value pack value pack value pack 1.99 160 1.99 Combo Packs (9 pc) 1.99 160 1.99	•	0.50 0.70	0.40 0.70	4.040	0.74	0.40	0.00 0.70	4.450	0.00		-	-	1.49
Thighs regular pack value pack	_	0.59 - 0.79	0.49 - 0.79	1,040	0.71	0.49	0.69 - 0.79	1,150	0.66		0.68	200	0.68
regular pack value pack	•												
Value pack 0.99 - 1.59 250 1.27 1.18 - 1.19 100 1.19 0.77 10 0 Drumsticks regular pack 1.29 1.19 - 1.59 320 1.38 1.38 1.18 - 1.19 100 1.19 0.77 10 0 Bnls/Sknls Thighs 1.99 160 1.99 160 1.99 160 1.99 160 1.99 160 1.99 1.00 1.18 - 1.19	•	1 20	1 10 1 20	220	1 22								
Drumsticks regular pack 1.29 1.19 - 1.59 320 1.38 1.38 1.18 - 1.19 100 1.19 0.77 10 0 Bnls/Sknls Thighs regular pack value pack 1.99 160 1.99 1.99 160 1.99 1.99 1.00 1.18 - 1.19 100 1.19 1.19 0.77 10 0 0 <td>0 1</td> <td>1.29</td> <td></td> <td></td> <td></td> <td></td> <td>1 10 1 10</td> <td>100</td> <td>1 10</td> <td>0.77</td> <td></td> <td>10</td> <td>0.77</td>	0 1	1.29					1 10 1 10	100	1 10	0.77		10	0.77
regular pack value pack 1.29 1.19 - 1.59 320 1.38 1.18 - 1.19 100 1.19 0.77 10 0 Bnls/Sknls Thighs regular pack value pack value pack (Sombo Packs (9 pc)			0.33 - 1.39	250	1.21		1.10 - 1.19	100	1.19	0.77		10	0.77
Value pack Pack Regular pack regular pack value pack 1.18 - 1.79 140 1.62 1.18 - 1.19 100 1.19 0.77 10 0 Combo Packs (9 pc) 1.99 160 1.99 1.99 1.18 - 1.19 1.19 1.19 0.77 10 0		1 20	1 10 - 1 50	320	1 38								
Bnls/Sknls Thighs 1.99 160 1.99	• .	1.29					1 18 - 1 10	100	1 10	0.77		10	0.77
regular pack 1.99 160 1.99 value pack Combo Packs (9 pc)	•		1.10 - 1.79	140	1.02		1.10 - 1.19	100	1.19	0.77		10	0.77
Value pack Combo Packs (9 pc)	•	1 99		160	1 99								
Combo Packs (9 pc)	0 1	1.55		100	1.00								
20 0	\ · · /	1.49 - 1.59		510	1.52					0.99		20	0.99
drum-thigh-wing 1.39 - 1.49 110 1.45	•		1.39 - 1.49							5.00			0.00

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: http://www.ams.usda.gov/poultry/pymn.htm



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	SOUTH CENTRAL U.S				SOUTHWEST U.	NORTHWEST U.S.				
	(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)				(CA,NV)		(ID,MT,OR,WA,WY)			
Feature Rate 1/	32.4% of 2,600 sampled outlets			35.8%	of 2,000 sample	doutlets	53.59	% of 900 sampled	outlets	
Special Rate 2/	0.0% of stores w/ no-price promotions			0.8% of s	tores w/ no-price	promotions	2.6% of s	tores w/ no-price	promotion	s
Activity Index 3/		Activity Index = 8			Activity Index = 9		Activity Index = 500			
-	Price Range Stores Wtd Avg			Price Range	•	Price Range Stores Wtd Avg			Vtd Avg	
WHOLE BIRD:			4/			4/			4,	/
bagged fryer	0.59		320 0.59	0.77		130 0.77				
cut-up fryer										
bagged roaster										
cornish hen										
DELICATESSEN:										
Whole Rotisserie:	F 00	b	040 5.00	5.00	b	F00 F 00	4.00 5.00	h	400	F 70
< 2 lbs. 2.1-3.0 lbs.	5.99	each	240 5.99	5.99	each	580 5.99	4.99 - 5.99	each	420	5.70
Fried Chicken 8-Pc	4.99 - 5.79	each	170 5.45							
Fried Cilicken 6-FC	Processor Label	Private Label	Stores Wtd Avg	Processor Label	Private Label	Stores Wtd Avg	Processor Label	Private Label	Stores V	Ntd Ava
PARTS:	price range	price range	Stores Wid Avg	price range	price range	Stores Wid Avg	price range	price range	Stores v	via Avg
Bnls/Sknls Breast	phochange	phocrango		price range	price range		price range	price range		
regular pack										
value pack							1.99		20	1.99
thin sliced										
Breast Tenders										
regular pack										
value pack										
Split, bn-in Breast										
regular pack										
value pack		0.89 - 1.00	100 0.97							
Whole Wings										
Leg Quarters										
Legs										
Thighs							0.00		20	0.00
regular pack value pack				0.77		130 0.77	0.99		30	0.99
Drumsticks				0.77		130 0.77				
regular pack							0.99		30	0.99
value pack				0.77		130 0.77	0.55		00	0.00
Bnls/Sknls Thighs				0.77		100 0.11				
regular pack										
value pack										
Combo Packs (9 pc)										
drum-thigh-breast										
drum-thigh-wing										

Note: See page 1 for explanatory notes.